

Instagram Analytics

If you're serious about [growing your Instagram](#), understanding and analyzing your [Instagram analytics](#) should be a key part of your marketing strategy. These stats will help you learn what content your audience responds best too, and how you should adjust your current campaigns.



If you don't already have a Business Profile, you should switch over so you can take advantage of this feature!

We'll go over the basics of how to analyze these stats and use them to your advantage.

How to access Instagram Insights

You can access your Instagram Insights by going to your profile and clicking on the menu in the top right corner, and click "Insights". From there, you will see three categories of analytics that we will cover:



Activity



Content



Audience



Insights



Your Activity



Nametag



Saved



Close Friends



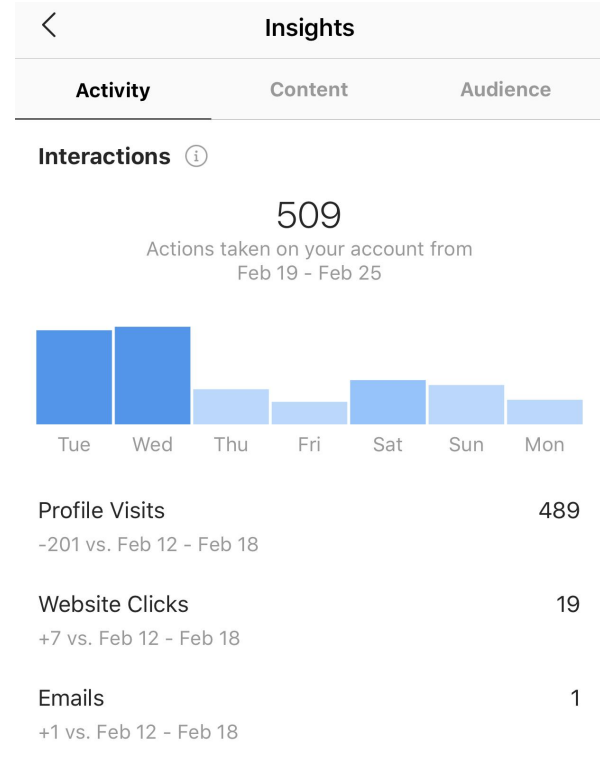
Discover People

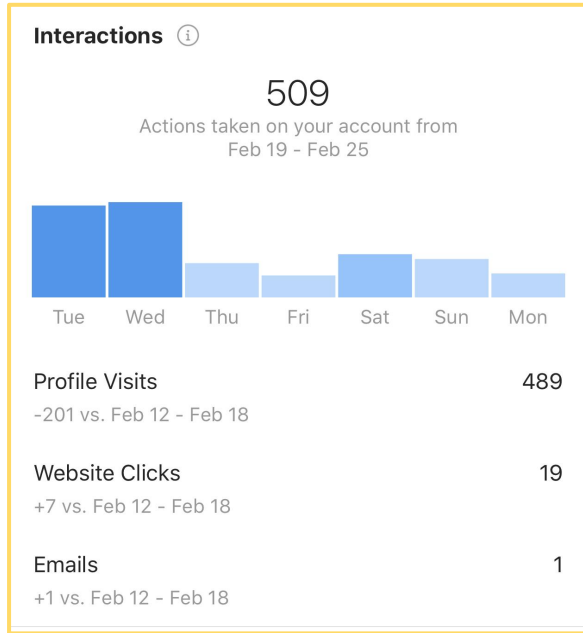


Open Facebook

1. Activity Analytics

In this tab you will see how and when your audience is engaging with your content. This metric is especially helpful if you plan on doing a big promo or contest - so you can track if there were spikes in how many views and impressions you got.

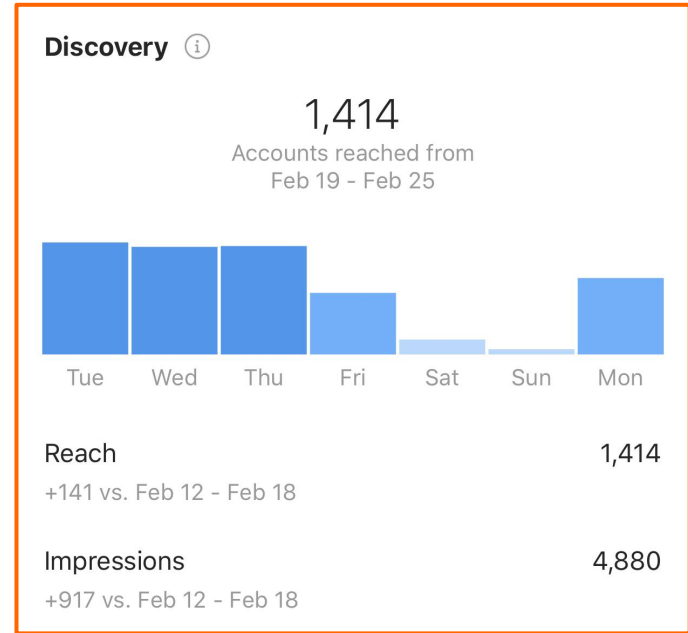




Profile visits: Amount of times your profile was viewed

Website clicks: How many clicks on the link in your bio

Email clicks: Number of times people clicked on your email address

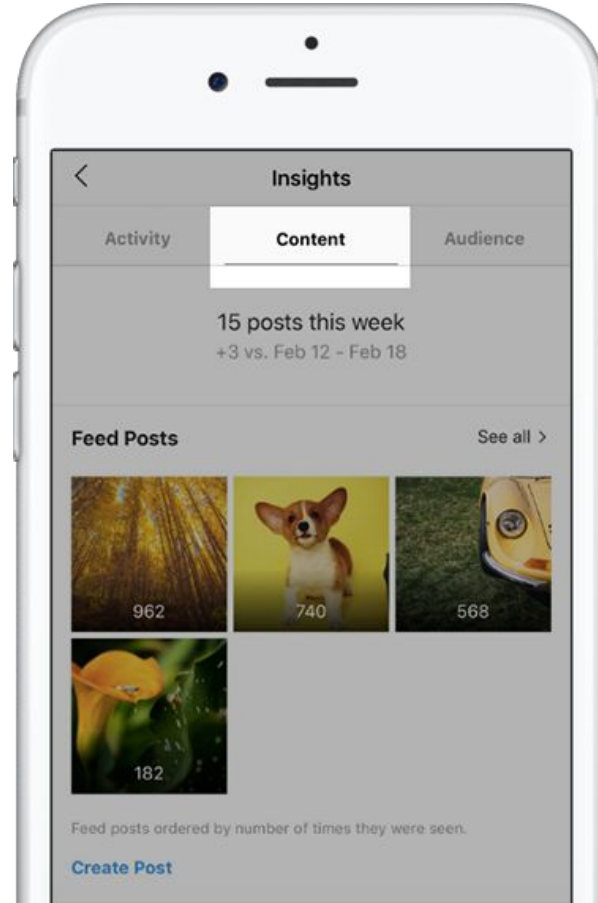


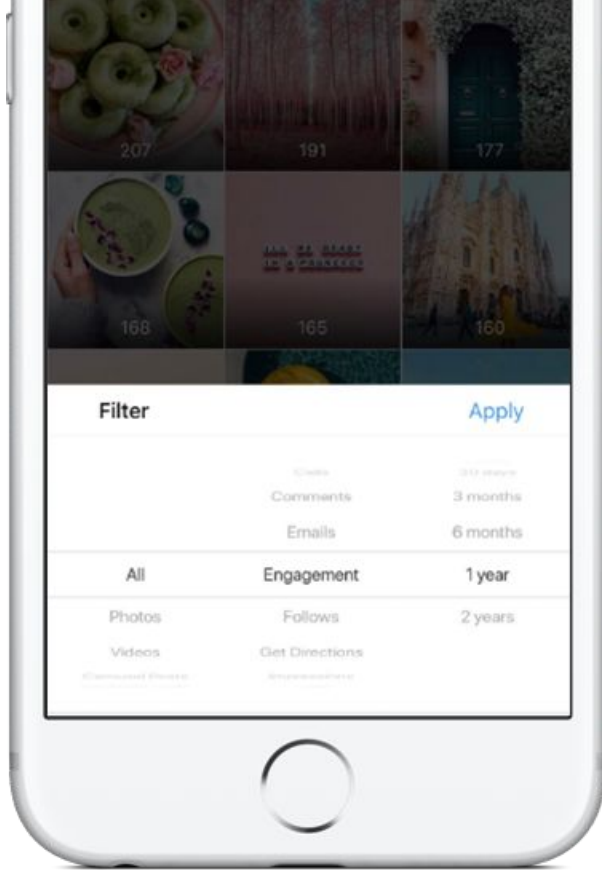
Reach: Number of unique accounts that have seen any of your posts

Impressions: Total number of times all your posts have been seen.

1. Content Analytics

It's important to analyze how your [content is performing](#) in order to determine ways to increase your engagement. Does your audience respond better to quotes or photos of food? Find out by tracking what posts are generating the most likes and comments.



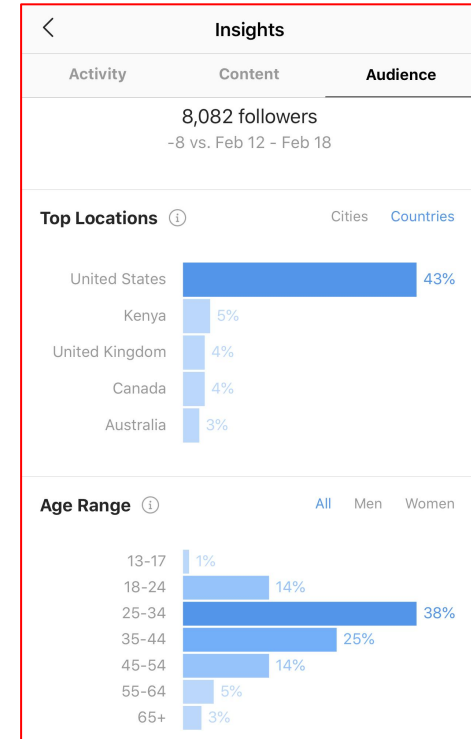


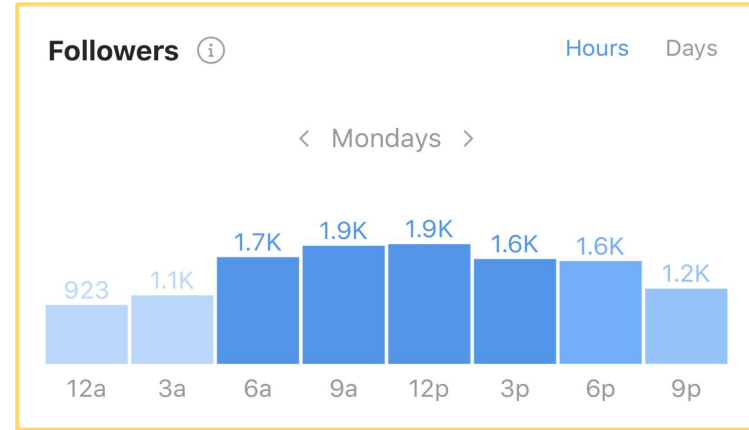
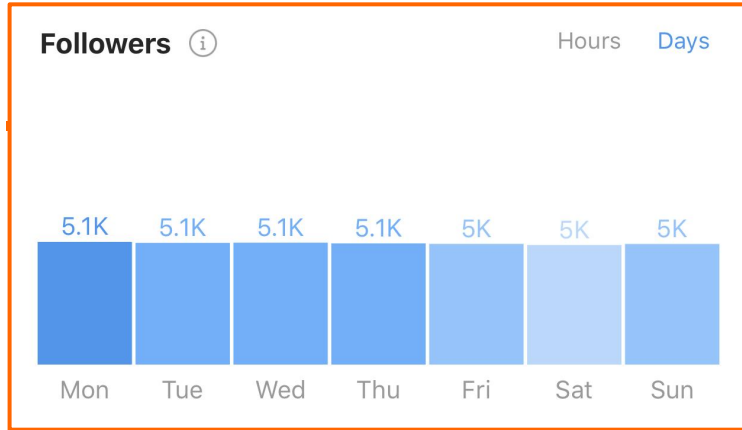
Instagram allows you to apply a number of different filters so that you can sort your posts by things like impressions, engagement, comments, etc.

This will help you identify patterns and trends within your posting methods, and give you clues as to how you should continue your content strategy.

Audience Analytics

Lastly, and probably one of the most important metrics Instagram provides, is analytics on your audience. You can use this data to find the best time to post, see where your followers are located, what age your followers are, and more. This information can make sure you're marketing strategies are aligned with your demographic.





The graph at the bottom will give you a visual of the days and hours that your followers are on Instagram. This should give you an indication of when you should be posting in order to get maximum engagement on your posts.

Want more insight?

While Instagram provides some great metrics for you to apply to your Instagram marketing strategies, there are a few tools out there that can provide even more insight:

Hootsuite Analytics: Hootsuite allows you to measure analytics across multiple social media channels, so if you're monitoring growth on platforms other than just Instagram, you can see it all in one place.

Iconosquare: Iconosquare provides an in-depth analytics tool that gives you metrics on recent posts and growth, a monthly analysis, and a history of your posts broken down into year, month, day, and hour.

Kicksta: If you're looking to track analytics *and* grow your audience at the same time, [Kicksta](#) is an Instagram growth service that also provides a custom analytic dashboard. They provide you with detailed data on your target audience, as well as analytics on growth, posts, and engagement.

